



MASFAP
2012 SPRING CONFERENCE

Topics for Discussion

- Millennial Students
- Communication Style
- Utilizing Social Media
 - Facebook
 - Twitter
 - You Tube
 - Blogs
 - Ustream



Millennial Students

- Wanted
- Sheltered
- Confident
- Team Oriented
- Conventional
- Pressured
- Achieving
- Tech-Savvy



Do graduate students even use social media that much?

Yes! Today's grad students are considered "digital natives."

- They could have easily grown up never having corded phones.
- They're the first generation that has grown natively using technology to maintain interpersonal relationships, instead of adopting it later in life.
- Nearly three-fourths use social media
- 18% use Twitter
- 81% access the internet wirelessly
- 70% believe colleges should have a presence on social networks
- 51% want to be contacted directly through a social network

At a recent conference for the National Association of Graduate Admissions Professionals, Jeff Berg (Peterson's and CUNet Social Media Strategist, presented *"More than Just Fans: 5 Steps to Creating Vibrant Social Communities for Graduate Students."*



Reliance on Social Media



Social Media

Did you know:

- Facebook is a world of over 800 million users: one-third of everyone in the world with internet access is on Facebook.
- For every minute that goes by about 48 hours of video is uploaded to YouTube.
- 20% of the world's collective internet time is spent on social media

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Social Media Sites

- FacebookSM
 - Social networking site that allows information sharing among friends and fans
- TwitterSM
 - Micro blogging service that allows users to send and read short messages
- UstreamSM
 - A platform for “life casting” and live video streaming
- You TubeSM
 - A place to discover, watch, upload and share videos



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Types of social media schools use

Key

2010-2011

2009-2010

2008-2009

In the University of Massachusetts Dartmouth's latest Social Media Adoption study, **100%** of colleges and universities studied are using some form of social media. Usage continues to rise for the most popular tools.



Facebook



Facebook is the most used social media tool in higher education.



Twitter



Microblogging allows schools to send up-to-date announcements to students.



LinkedIn



Admissions professionals are now using LinkedIn.



Blogging



Blogging continues to be embraced by colleges and universities.



Message Boards



The use of message boards have remained nearly the same level each year.



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Facebook

Facebook provides a method for users to try and communicate with students on the students' turf, and in a manner to which they can relate.



Facebook

History

- Created by Mark Zuckerberg while a student at Harvard
- February 2004 – Launched as a small, closed network that quickly grew to include many colleges and universities
- Late 2005 - early 2006 – High schools allowed to join
- September 2006 – Network opened to anyone 13 and older
- February 2007 – High school students (and possibly younger students) started joining “future college” groups



Facebook

Statistics

- 845 million monthly active users at the end of December 2011
- Approximately 80% of monthly active users are outside the U.S. and Canada
- 483 million daily active users on average in December 2011
- More than 425 million monthly active users who used Facebook mobile products in December 2011
- Facebook is available in more than 70 languages



Facebook

Groups are:

- Comparable to clubs
- Easy to create
- Organic in their growth
- Tightly associated with creators and administrators
- Able to control membership
- Able to distribute e-mail to members (if under 5,000)



Facebook

Fan pages are

- Similar to profiles
- Easy to create
- Organic in their growth
- Populated with fans, not friends
- Discreet (administrators are hidden)
- Dynamic (updates display on fans' profiles)
- Indexed by search engines



Facebook

- How can Facebook help financial aid officers?
 - Schools can create a primary fan page, as well as others for each area/department on campus
- Typical items to make available
 - Links to forms and information located on school Web site
 - Financial Literacy Information
 - Event schedules
 - Deadline alerts
 - Event photos



Facebook: School Financial Aid



Wall

- Info
- Friend Activity
- Photos
- Events

About

The Department of Financial Aid at McNeese State University welcomes the op...

More

919

like this

McNeese Financial Aid

University · Lake Charles, Louisiana



Wall



McNeese Financial Aid

While you plan to complete your FAFSA for 2012/2013 at www.fafsa.gov visit these additional helpful websites for important information:

Student Guide - http://studentaid.ed.gov/students/attachments/siteresources/12-13_Guide.pdf

FASTWEB - www.fastweb.com

Direct Loans - www.studentloans.gov

LOSFA - www.osfa.state.la.us

[Start Here](#)

Home - FAFSA on the Web-Federal Student Aid

www.fafsa.ed.gov

Find your college's school code. Also find detailed information about your college.

[Like](#) · [Comment](#) · [Share](#) · 5 hours ago ·



Facebook: Nelnet's Borrower FB Page



A vertical banner for a sweepstakes. At the top is the Nelnet logo (a white 'n' in a blue circle). Below it, the text reads "Enter the" with a white arrow pointing down. Underneath is a yellow banner with the text "Live Life Smart SWEEPSTAKES". The main body of the banner is blue and contains the text "To be eligible to win one of" followed by "10 » MacBook Airs®" and "5 » iPad® 2s". At the bottom, a yellow banner says "GO TO THE NELNET SWEEPSTAKES TAB BELOW for more info, to enter, and for the Official Rules."

- Wall
- Info
- Friend Activity (1)
- Nelnet Sweepstakes
- Nelnet Careers
- Photos
- Questions
- Spending Personality Quiz

Nelnet

Company · Lincoln, Nebraska

Wall Nelnet · Everyone (Top Posts) ▾

Share:  Post  Photo  Link  Video

Write something...



Nelnet

We're here for you when you need us, anytime, anywhere:

1. Log in at Nelnet.com to view your account details, make a payment, change repayment plans, or request to postpone your payments, to name a few.
2. Call us 24/7 at 888.486.4722 to talk to an advisor or use our automated...

See More

Like · Comment · Share · 2 hours ago · 

 17 people like this.

 View all 4 comments

 2 shares

 **Se Thao** thanks for the helps.
about an hour ago · Like

 **Margarita Pineda** I hope I get one too...:-)
about an hour ago · Like

Write a comment...



Carole Yella Wood

The customer service at Nelnet rocks. I'm glad they are nothing like my credit card company who makes you feel like crap when I call them for anything!

View Post · 22 hours ago



Charly Lanier

I really appreciate what nelnet has done for me. I am a single mother and appreciate every little help I can get for mine and my families future. Thank You!

Like · Comment · 23 hours ago · 

 Nelnet likes this.

Write a comment...



Twitter

- Twitter is a “micro-blogging” tool that allows users to send and receive short messages, known as “tweets”
- Tweets:
 - Can be up to 140 characters
 - Are displayed on the user’s profile page
 - Are republished via the multitude of secondary tools that members use to access the site
- Like a “turbo-charged” instant messenger



Twitter

- What to do with it
 - Schools should have a primary account, but can have others for each area/department on campus
- Typical items to link to:
 - Links to forms and info located on school Web site
 - Event schedules
 - Deadline alerts
 - Event photos – in real time
 - Virtual office hours



Twitter

- Can be used to engage students in discussions on topics like scholarships or financial literacy
- Web links can be posted to attract attention



Twitter

Helper tools

- Polls
 - TwtPoll
- Scheduled Tweets
 - HootSuiteSM
- Photo Sharing
 - TwitPicSM
- Hash tags and keyword monitoring
 - Twitter Search
 - HootSuite
 - TweetDeckTM



Video

[YouTube - Broadcast Yourself.](#)

YouTube is a place to discover, watch, upload and share videos.

- Easy
- Affordable
- Static

Ustream

Broadcast video LIVE to the world from a computer, mobile or iPhone in minutes, or watch thousands of shows from News to Entertainment to celebrities, 24/7

- Easy
- Affordable
- Live
- Archived



Video

Examples of video use:

- Completing forms
- Understanding specific subjects
- Promoting Activities

http://www.youtube.com/watch?v=wriCSdIG_0A

<http://www.youtube.com/watch?v=X4ZzZeGk8wQ>



Blogs

- A website or part of a website
- Maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video
- Interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites
- Text, images, surveys and links to other blogs, [Web pages](#), and other media related to its topic



Blogs

Tools for creating blogs

- **Blogger – Google’s free blogging site**

Free weblog publishing tool from Google, for sharing text, photos and video.

- **Thoughts.com**

A free **blog** community that allows people to upload photos, videos, podcasts and chat with friends and family.

- **WordPress.com**

Free **blogs** managed by the developers of the WordPress software. Includes custom design templates, integrated statistics, and automatic spam protection.



So now we know social media is oftentimes better than targeted marketing and advertising... Now what?

- Don't hide
- Have human conversations
- Show, don't tell
- Spotlight students and staff success
- Measurable
 - Purchase Economy: the way to measure success was to ask "how many friends do I have

VERSUS

- Gift Economy: Are you giving people information THEY want to share? How shareable are you making your information?



Questions or Discussion?

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